

*Reports 12*

DCI/IC/1206/75

25 July 1975

MEMORANDUM FOR: [REDACTED]

SUBJECT : NSCIC Consumer Survey Technique

1. I met with [REDACTED] on 25 July to discuss the consumer survey technique which DDI is using for the Weekly Surveyor and the SID. Attached are the questionnaire forms which were included in the Weekly Survey two weeks ago. Ed has made arrangements with [REDACTED] of Psychological Assessments Division for statistical processing of the questionnaire responses and data aggregation. The outputs from these two surveys will be available in about a month.

2. This approach has a number of advantages in that: (1) it does not impose a significant burden on the population being surveyed, (2) the intensity of the survey can be controlled by controlling the frequency with which the questionnaires are included in the various publications, and (3) it requires little management overhead and is suitable for external contract support. Offsetting disadvantages are: (1) the consumer population may not be sufficiently responsive, (2) the approach is not easily adapted to KIQ evaluation objectives unless the questionnaires are tied to specific KIQ related products.

3. If you wish to pursue this further I suggest you talk to [REDACTED] who is very cooperative.

[REDACTED]

Major, USAF.

Attachments  
A/S

Distribution

1 - Addressee w/atts.  
1 - CPAD Chrono w/atts.  
~~1~~ - IC Registry Official File Copy w/atts.:  
DCI/IC/CPAD/AGP/dm [REDACTED] (25 July 1975)

TO: Recipients of the Weekly Surveyor

1. In order to evaluate the usefulness of this publication to recipients, we have enclosed a set of questionnaires with this issue. The information supplied through this process should assist us in making the publication more responsive to your needs.

2. In responding to the questions your reference should be the content of this publication over time (e.g., the last 1-2 years) and not just this one issue. There are 10 questionnaires attached, each one page in length with space for comments on the back of the page. We ask that each person who reads any information contained in this or other issues tear out and fill out one of the questionnaires. If someone wishes to respond to the questionnaire and there are not enough copies, please feel free to xerox a blank questionnaire, fill it in, and return to us as indicated on the address. To return your responses merely fold the page in thirds and staple closed. The preprinted address on the back should assure its return.

3. We appreciated the response to the questionnaire in another of our publications and appreciate your effort in completing this questionnaire.

EVALUATION\*

1. As far as you are aware, in this office this publication is read by:  
1 Almost everyone    2 About 50%    3 A few    4 Hardly anyone    5 Unsure
2. Usefulness of this publication to you in performing your job:  
1 High    2 Medium    3 Low    4 None
3. Relative to other sources of information I would rate this publication as:  
1 One of my major sources    2 Comparable to my other sources    3 A minor source    4 Unsure
4. How do you rate the timeliness of this publication as it relates to your work:  
1 Excellent    2 Very good    3 Satisfactory    4 Poor
5. The coverage in the items is:  
1 Too narrow    2 Too broad    3 Adequate    4 Very good
6. Circle the way you use information from this publication:  
1 Research data                      3 Collection purposes                      5 Operations  
2 General background                      4 Briefing material                      6 Not used
7. Circle the degree to which this publication has been an influential factor in actions you have taken:  
1 Frequently                      2 Occasionally                      3 Never
8. Are the conclusions that are drawn sufficiently clear, broad and directed to significant questions?  
1 Yes                      2 No
9. On the whole, the quality of the analysis is:  
1 Excellent    2 Very good    3 Good    4 Fair    5 Poor
10. Do you wish to continue to receive this publication:  
1 Yes                      2 No

\*Please circle the appropriate answer.

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11. I believe this publication could be improved by:

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Grade or Rank

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Office and Agency

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